# **BOTANICAL ANTHOLOGY**

## SEASONAL, PLANT CENTERED | DIGITAL + PRINT MAGAZINE



2023

6.45 %

Conversion Rate

30k

Online Store Sessions

2k+

Email Subscribers

5.93%

Newsletter CTR

3 mil+

Collective Social Media Reach

### **ABOUT US**

4 editions per year, launched before the start of each season

40+ articles from 40+ contributors

Subsections include Apothecary, Kitchen, Harvest, Craft, Folklore, Celebrate and Viewpoint

A targeted and engaged audience of plant lovers

Evergreen content with continued sales beyond launch period

Beautifully designed + double sized, meant to be collected

### **AUDIENCE**

- +HERBALISTS
- +GARDENERS
- +FORAGERS
- +PLANT LOVERS
- +HOMESTEADERS
- +SLOW LIVING
- +SEASONAL LIVING

## **TACTICS**

- +INSTAGRAM
- +FACEBOOK
- +NEWSLETTERS
- +BLOGS
- +PINTEREST
- +PATREON









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## **2024 AD PRICES**

## 1/4 PAGE AD DETAILS

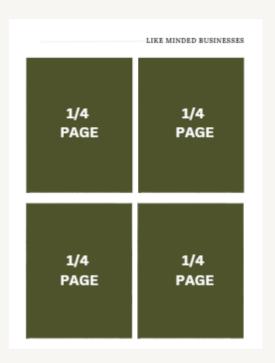
1/4 page 3.5 w x 4.5 h Appears in digital + print editions

#### **AD COST**

\$100 for a single ad in 2024 \$75 per ad for 2 editions \$50 per ad for all 4 editions

### **AD + SOCIAL MEDIA COST**

\$150 for a single ad + social media post \$125 per ad + social media post for 2 editions \$100 per ad + social media post for all 4 editions



#### **FULL PAGE AD DETAILS**

Exclusive Page 6 w x 9 h Appears in digital + print editions

#### **AD COST**

\$375 for a single ad \$350 per ad for 2 editions \$325 per ad for all 4 editions

#### **AD + SOCIAL MEDIA COST**

\$425 for a single ad + social media post \$400 per ad + social media post for 2 editions \$375 per ad + social media post for all 4 editions



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## **EDITORIAL CALENDAR**

	RESERVE SPACE	AD DUE	ON SALE
SPRING	Feb 5	Feb 21	Mar 5
SUMMER	May 8	May 22	Jun 10
AUTUMN	Jul 22	Aug 12	Sep 9
WINTER	Oct 7	Oct 28	Nov 25

"I have never felt
more connected to a
"magazine". I call it
the book of wonder,
though, because it
gives so much more
than any magazine
ever could!"
D.M.

"Botanical Anthology is a much appreciated, unique, and edifying offering to the world." A.S.

"Everything about
this book is helpful,
educational, fun,
inspiring but my
gosh also just so
BEAUTIFUL"
S.F.

"It is filled with
excellent articles,
recipes and beautiful
photos. It will bring
me many hours
of enjoyment!"
L.M.

"Your magazine is always my favorite part of each season."
K.S.

"As someone who really wants to go back to the ways of the old and have a nature based lifestyle - I could not love this any more."

D.M.